

The Value of What We Do

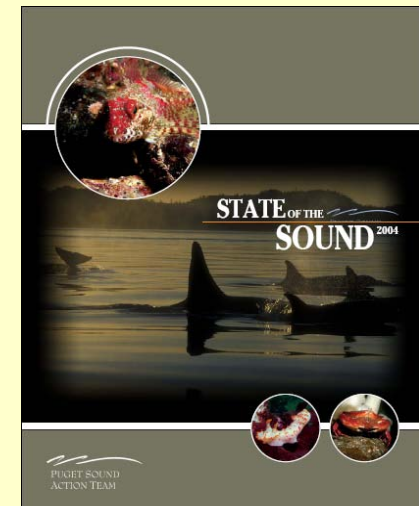
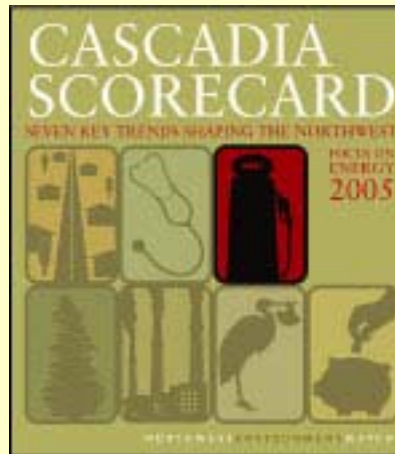
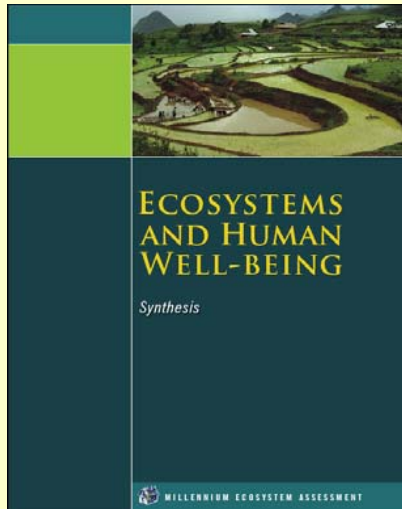
Dan Phalen

US EPA Region 10

- It has become increasingly important for organizations to describe the value of what they do in order to maintain funding.
- But more important, each of us wants to know that the work we do is making a contribution to the greater good.

- The value of our work needs to be seen in the context of big picture goals derived from high level indicators, but evaluated at a scale appropriate to the project or work using performance measures.

High-Level Indicators



High-level indicators

- are critical in identifying broad environmental concerns that need focused attention...

but, high level indicators

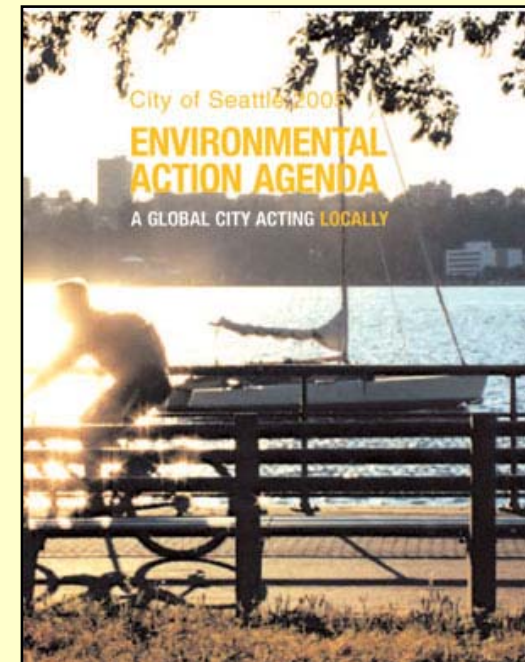
- are too far removed from on-the-ground work to be measurably influenced by individual projects.
- are subject to many variables outside of anyone's sole control.

Therefore:

The responsibility for improvement or slippage can't be attributed to a single entity.

Performance Measures

- Benchmarks
- Targets
- Outcomes
- Outputs
- Baselines



Performance Measures

- are designed to document personal and institutional accountability on the ground.
- measure the impact or effectiveness of our efforts (measures) in the context of overarching long term goals as identified by indicators.

High Level Indicators *and* Performance Measures must be:

- **Quantifiable**
- **Measurable at a reasonable cost**
- **Relevant**

Enter, the Logic Model

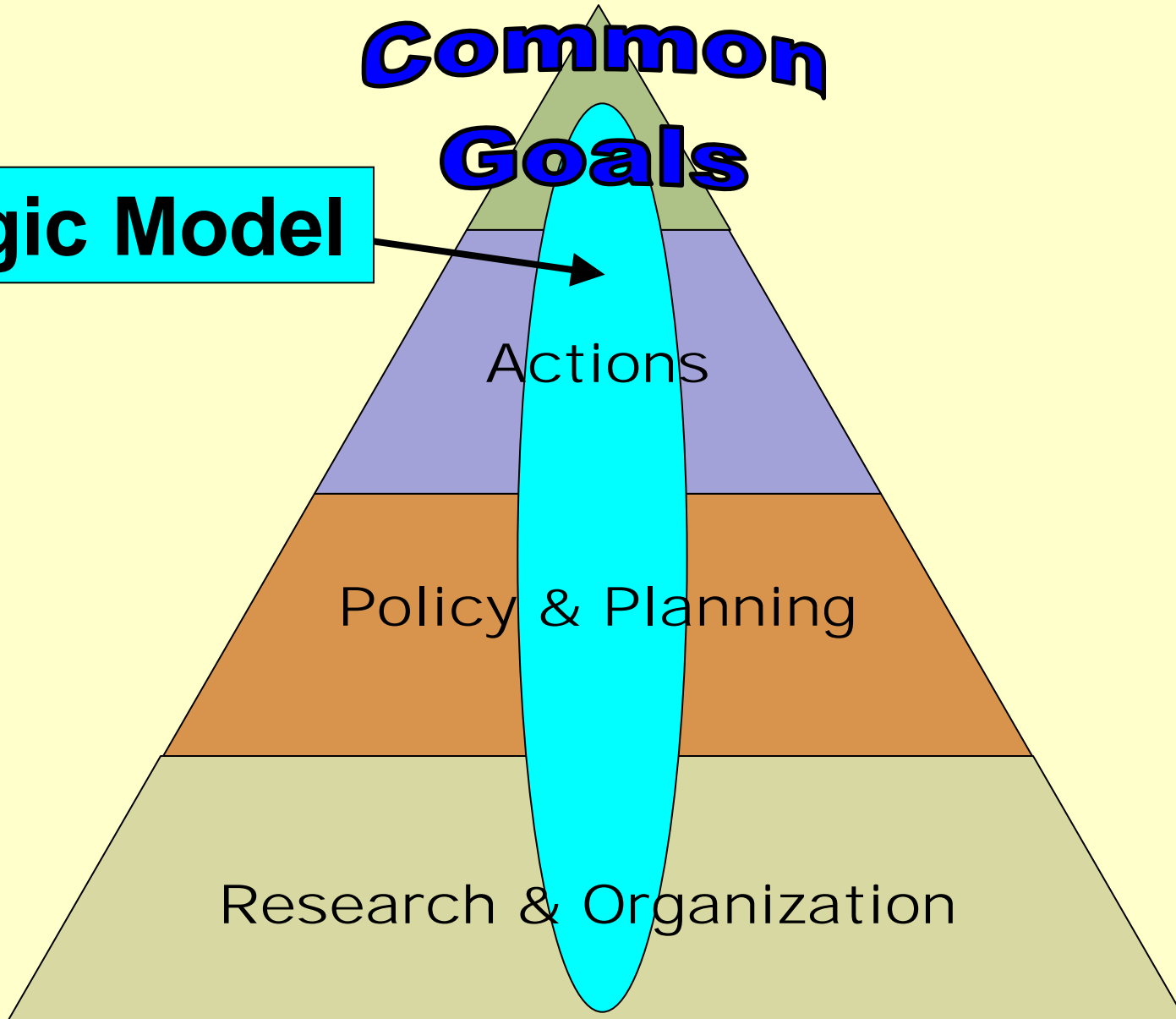
Common Goals

Logic Model

Actions

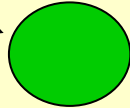
Policy & Planning

Research & Organization

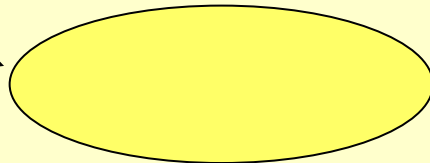


Uncoordinated Activities

A Non-Profit
Restoration
Project



A University
Research
Grant

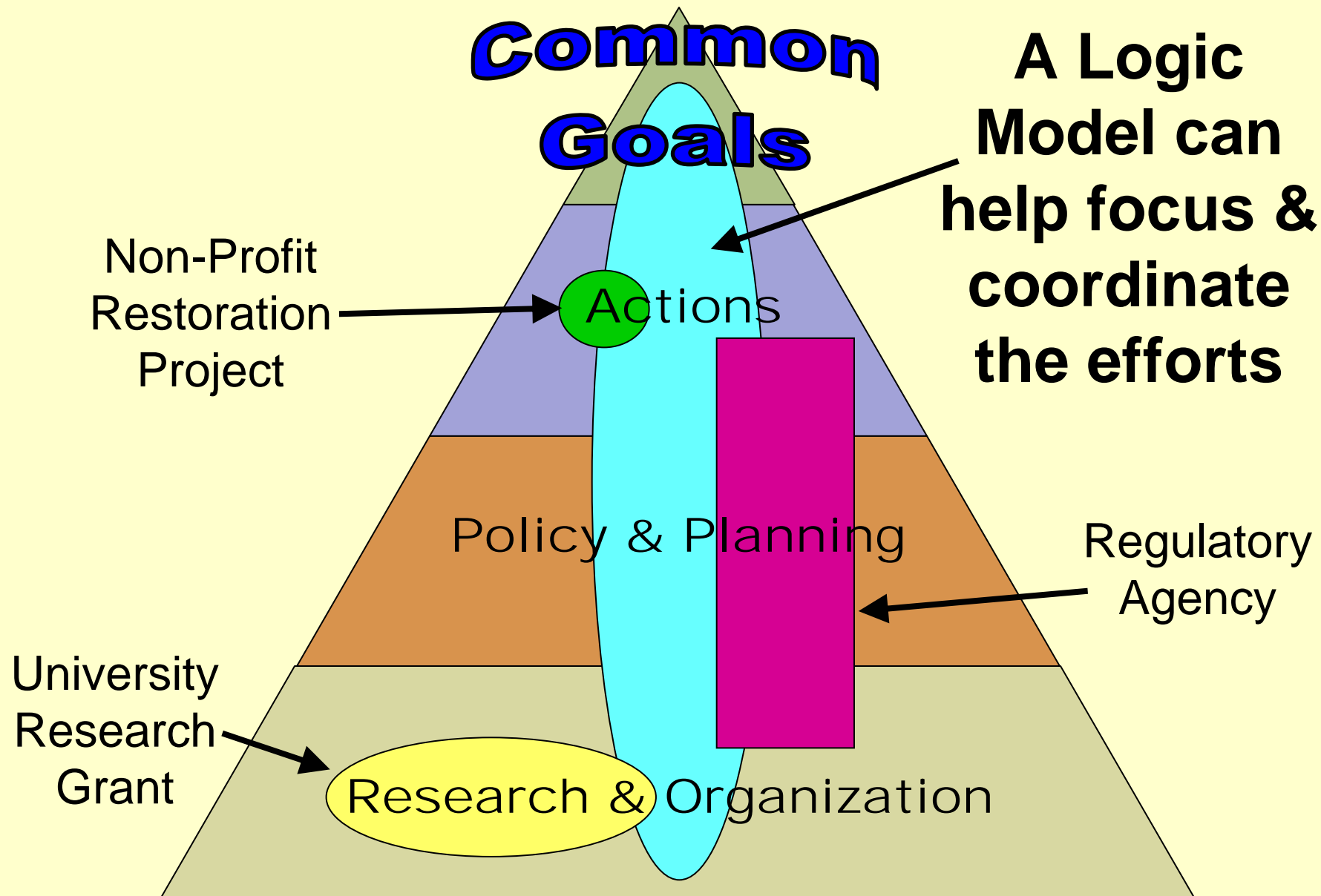


A Regulatory
Agency



Common Goals

A Logic Model can help focus & coordinate the efforts



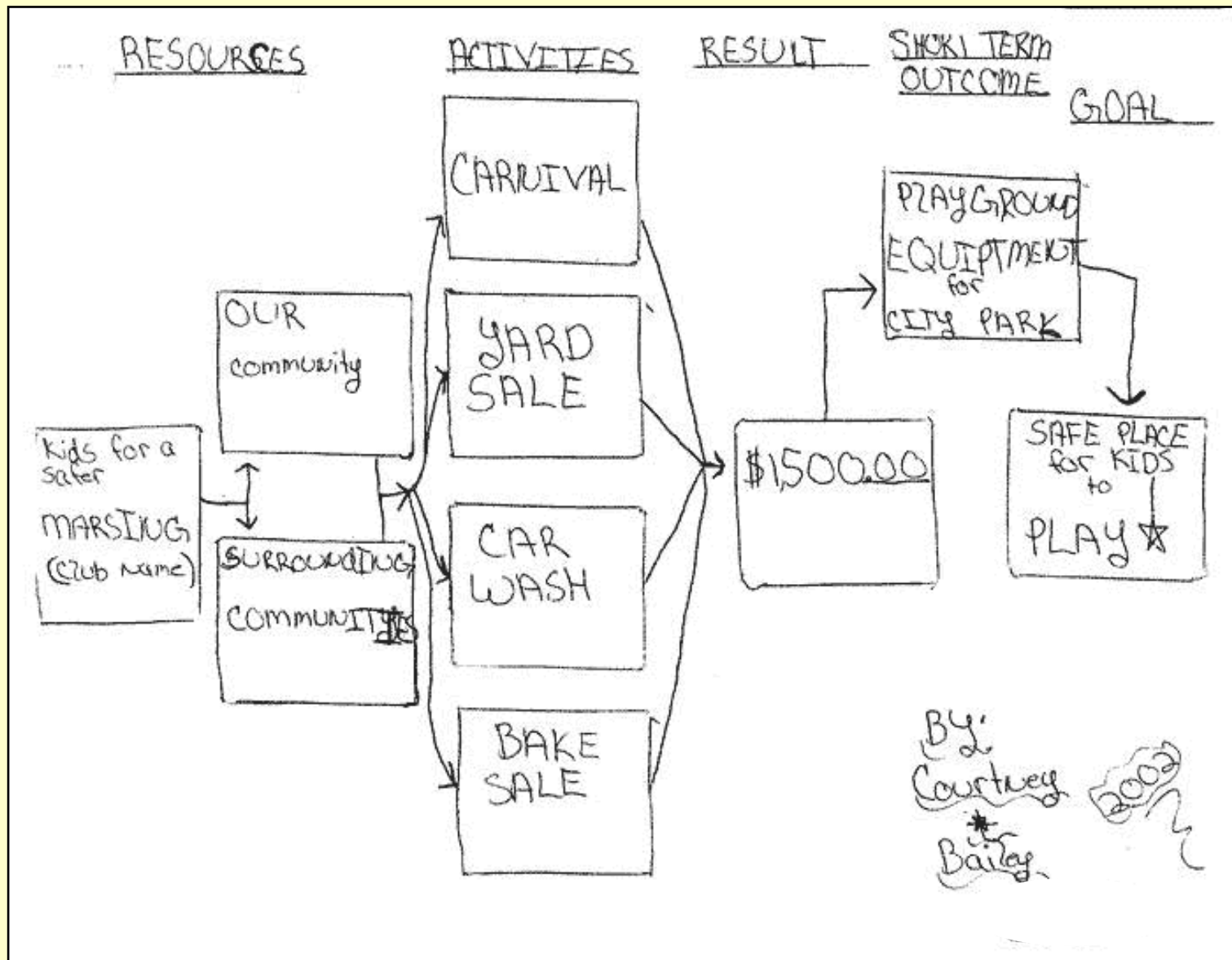
Logic Models

- Communicate the performance story
- Build a common understanding among diverse stakeholders and staff
- Find “gaps” in the logic of a program and work to resolve them
- **Link otherwise disparate efforts in a common mission**

Continued:

- Logic models come in many forms and shapes.
- A very simple version may do the trick, or you can really get into the details.
- **Keep it simple if you are going to share it with others.**

Courtney and Bailey, were 9 and 11 years old, when they developed this logic model after their mother, Dorian, told them what she had done at work that day . Dorian was on the staff of the Idaho Asthma Coalition Asthma Coalition and had attended a presentation on logic modeling.



A Logic Train

We need to conduct this research

so that

Scientists and the public understand why the fish are dying

so that

Decision makers can institute protective land use policies

so that

Residents can modify detrimental behaviors

so that

Conditions in the stream improve

so that

Salmon mortality is reduced in urban streams

so that

Beneficial uses are achieved.

The Basic Framework for a Logic Model

The Work			The Outcomes			Common Goals
INPUTS	ACTIONS	OUTPUTS	SHORT TERM	MEDIUM TERM	LONG TERM	STRATEGIC OBJECTIVES
<p style="text-align: center;">----></p> <p>In order to accomplish our goals will need the following resources.</p>	<p style="text-align: center;">----></p> <p>In order to accomplish our goals, we will have to perform the following activities.</p>	<p style="text-align: center;">----></p> <p>Completing these activities will result in the following evidence of progress.</p>	<p style="text-align: center;">----></p> <p>We expect the following outcomes.</p>	<p style="text-align: center;">----></p> <p>We expect the following outcomes after two to three years.</p>	<p style="text-align: center;">----></p> <p>We expect the following impacts within the next three to seven years.</p>	<p style="text-align: center;">----></p> <p>The work done under this grant supports the following Strategic or Long Term Objective(s).</p>

Food Safety

System/Environment: Social Structures, Policies or Practices

Inputs	Outputs			Outcomes	
	Activities	Participation	Initial	Intermediate	Long Term
Financial Resources <ul style="list-style-type: none"> Extension Funding FSNEP/EFNEP Public In-Kind and Private Cash Private In-Kind Planning Processes <ul style="list-style-type: none"> Program Planning Social Marketing Materials <ul style="list-style-type: none"> Curriculum Educational Media Campaign People <ul style="list-style-type: none"> Expertise (funded, matched, other) Accountability: Elected/ Appointed Officials Intra-Institutional Commitment: Membership: Networks, Coalitions, Consortia, etc 	Create/revise social systems and public policies related to food safety using the following strategies: <ul style="list-style-type: none"> Expert review/ comment on federal, state, and/or local public policies Public Forums Impact Seminars Efforts to inform elected officials, food industry leaders (processors and retailers), farmers, educators, and other influential leaders. 	Systems and policies related to food safety having an impact on the Population <ul style="list-style-type: none"> Number and description of multi-sector efforts that include universities, government agencies, private sector, non-profit agencies and governing/ licensing boards. Description of systems and policy change efforts. 	Educators, media, other public and private representatives hold discussions re: policies, regulations, and industry practices that are barriers to food safety.	Educators, media, other public and private representatives work toward needed changes in laws, policies and practices.	Revision of laws, policies and practices related to food safety.
				Outcome Indicators	
			Identification and definition of: <ul style="list-style-type: none"> Social/public policy issues/regulations and food industry practices that impact food safety. 	Evidence of action such as: <ul style="list-style-type: none"> Number of expressed oral or written commitments to work toward needed changes Letters, memorandums from legislators, agency heads, or food industry leaders that needed changes will be made Achieved commitment of key citizens, government officials, and policy makers to work toward needed changes in laws, policies, and practices Adoption of steps that will be taken by policy makers to achieve changes 	Evidence such as: <ul style="list-style-type: none"> Description of change in structure, policy or practice.

Getting to Results

- What are the desired outcomes?
- What are the appropriate spatial and temporal scales that “control” these outcomes?
- How do we measure progress (accomplishments) toward these outcomes?

Some types of results:

- Increased knowledge
- Modified behavior
- Increased capacity/expertise
- Efficiencies

Which lead to:

- Preservation of environmental resources
- Improved conditions
- Improved human health
- Well functioning ecosystems

The Bottom Line

**We need to know that our work is
making a contribution**

and

**we need to be able to explain and
quantify that contribution in ways
that make sense to others.**